

Introduction

Content: In the global changing scenario, companies have been facing stiff competition from each other. Survival of the fittest is the only criterion. Companies not only have to focus on its product but they will have to bring innovative ways to market its product. Marketing Management and Retail Business target to hit these issues and prepare to deal with such challenging task. Marketing management is a very challenging task. The failure and the success of the business much depends upon the marketing management. Retail sector in India is growing rapidly. The opportunities in retail sector are immense. Retail sector not only provides opportunities to job seekers but also to the employment creators.

Learning Outcome based approach to Curriculum Planning

>> Nature and extent of the B.Sc/B.A./B.Com Programme

Content: Marketing Management is one of the important functions of business. Scope of marketing has been widened with the passage of time. The function of marketing management is not limited to providing information only. It begins with market research and ends with getting feedback from the consumers. B.A. (VS) MMRB programme provides all the skills and training that a marketing management graduate expected to get. It covers marketing research, product designing, learning pricing strategies, advertising and sales promotion, knowledge of applicable laws for the business, assessing consumer behaviour, logistic management, retail management, international retail management, online retailing, e-commerce, basic accounting, basic computer application etc. Besides attaining theoretical knowledge, they have also option to work as intern and are required to submit a work experience report or prepare a project report. The employability in the field of marketing is immense and the B.A. (VS) MMRB programme equips the learners to take up all the challenges in the field of marketing.

Learning Outcome based approach to Curriculum Planning

>> Aims of Bachelor's degree programme in (CBCS) B.A.(VOCATIONAL STUDIES) MARKETING MANAGEMENT AND RETAIL BUSINESS

- Content: • B.A (VS) MMRB will provide the knowledge of different concepts of marketing, enable to conduct marketing research, formulation of marketing and pricing strategies.
- to learn the various promotional tools and techniques and to impart the knowledge of various regulation relating to advertising.
 - to provide basic understanding of retail business and to familiarize with the changing retail environment.
 - to equip with the various applicable laws i.e. The Consumer Protection Act 1986, Environment Protection Act 1986, The Essential Commodities Act 1955, The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, The Agricultural Produce Grading and Marketing Act (AGMARK) 1937, The Trademarks Act 1999, The Patents Act 1970, The Information Technology Act 2000, The Standards of Weights And Measures Act 1976, The Competition Act 2003.
 - to get insights into the rural market, international market and e-commerce.
 - to go into depth of international retail marketing and its environment. Further, to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.
 - to get the acumen in dealing with the human resource related issues in retail and tackle the finance related issues in retail, working capital management and financial result analysis. Further, to understand the role of information technology (IT) in retail management.
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Graduate Attributes in Subject

>> Lifelong learning

Content: Update their subject knowledge and skills for continuous academic and professional growth.

Graduate Attributes in Subject

>> Disciplinary knowledge

Content: To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

Graduate Attributes in Subject

>> Communication Skills

Content: To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

Graduate Attributes in Subject

>> Information/digital literacy

Content: demonstrates basic knowledge of computers and use of softwares such as word, excel & power point.

Graduate Attributes in Subject

>> Cooperation/Team work

Content: To be able to be part of team with their performance and leadership qualities.

Graduate Attributes in Subject

>> Research-related skills

Content: • have the researcher qualities that enable them to assess, judge, plan and frame the policies/ strategies for accomplishment of business goals.

Graduate Attributes in Subject

>> Self-directed learning

Content: • be able to develop and grow their professional skills and prudence rigorously and with a zeal to learn.

Graduate Attributes in Subject

>> Problem solving

Content: To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

Graduate Attributes in Subject

>> Self-directed learning

Content: To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

Qualification Description

Content: The students of B.A. (VS) MMRB should be able to:

- demonstrate the theoretical and practical knowledge of marketing management and retail business.
- able to conduct the market research, analyse the data and interpret the same.
- to be able to assess the consumer behaviour and enable in framing the policies and strategies accordingly.
- develop the skills to keep the all stakeholders on board for successfully accomplishment of objectives.
- ability to formulate the strategies and policies under a given situation efficiently and effectively.
- able to use information technology (IT) and computer enable technology for successfully execution of task.
- capable of understanding contemporary marketing scenario and dealing with the same.

Programme Learning Outcome in course

Content: • to provide the knowledge of different concepts of marketing, marketing research, market segmentation and to learn the intricacies of consumer behavior.

- to understand the various components of marketing mix that includes Product, Price, Place and Promotion, study the various pricing policies and strategies and to learn the various promotional tools and techniques.
- to impart the working knowledge of advertising and sales promotion and to impart the knowledge of various regulation relating to advertising.
- to provide basic understanding of retail business and to familiarize with the changing retail environment.
- to adopt various retailing strategies under different market situations and also to learn the various types of retail formats, online retailing, available online payment mechanism and to learn the customer relationship management and its significance in retail management.
- to equip with the various applicable laws i.e. The Consumer Protection Act 1986, Environment Protection Act 1986, The Essential Commodities Act 1955, The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, The Agricultural Produce Grading and Marketing Act (AGMARK) 1937, The Trademarks Act 1999, The Patents Act 1970, The Information Technology Act 2000, The Standards of Weights And Measures Act 1976, The Competition Act 2003.
- to get insights into the rural market, changing scenario in rural segment, opportunities in rural, market, adopting suitable marketing mix and product mix for the rural market and understanding the rural consumer behaviour.
- to go into depth of international retail marketing and its environment. Further, to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.
- to get the acumen in dealing with the human resource related issues in retail and tackle the finance related issues in retail, working capital management and financial result analysis. Further, to understand the role of information technology (IT) in retail management.

Course Objective(2-3)

The objectives of this course are; to provide the working knowledge of Advertising and sales promotion, to impart the knowledge of various regulation relating to advertising, to learn the concept of personal selling and qualities of personal seller

Course Learning Outcomes

Advertising is the one of the important component of sales promotion. It enables the consumers to know about the product and the various schemes offered by the company. The message and visual effects put long lasting effects on consumers. Articulation and drafting of message in the advertising can make all the differences. The course will help in this regard. It will also help in learners to develop the certain traits that are essential for becoming a successful sales person.

Unit 1

Advertising: Meaning, Features, Types, Functions & Setting of Advertising objectives. Advertising Budget Approaches of Advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action) Advertising Media: Media Types & its Evolution, Factors Affecting Media Choice, Advertisement in 21st Century, challenges faced by advertisers in context with cultural diversity, global market place, changes in values and emerging technologies.

Unit 2

Advertising Copy: Concepts and Elements, Requisites of a Good and Effective Advertising Copy, Advertising Appeals, Measuring Advertising Effectiveness, Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Regulating Agencies: Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI)

Unit 3

Personal Selling: Meaning, Nature & Importance, Personal Selling and Salesmanship, Characteristics of Personal Selling, Qualities of a Good Sales Person.

Unit 4

Sales Promotion: Concept, Objectives, Schemes and Importance, Exhibition and Trade Fairs. Sales Planning and Control: Selection, Training, Motivation and Compensation of Sales Personnel, Ethical and Legal Aspects of Advertising and Sales Promotion.

References

- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
- Jain& Singh “Modern Advertising Management” Regal Publications
- Jefkins “ Advertising” Pearson Education
- Dr. R. L. Varshney & Dr. S. L. Gupta: Marketing Management, an Indian Perspective, Sultan Chand & Sons

Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Advertising, Sales Promotion, Personal Selling, Salesmanship, Agencies

Indian Economy
(MMRB 3.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

Course Learning Outcomes

After studying these units, students should be able to

- Appreciate the indispensability of agricultural growth for economic development.
- Understand the concept and rationale of land reforms and conduct a critically analysis of the status of land reforms.
- Critically appraise the role of different inputs in boosting agricultural production through green revolution and undertake a critical analysis of the impact of green revolution.
- Develop an understanding of the status of agricultural labour with special reference to wage and employment and assess the role played by the government in ameliorating their conditions.
- Evaluate government role in developing agricultural infrastructure in terms of credit, irrigation, marketing and crop insurance.
- Acquire knowledge of relative trend in public and private investment in agriculture and their implication.
- Understand the rationale behind different instruments of price and subsidy and conduct a critical assessment of their impact on the agricultural economy.
- Evaluate the role of PDS in providing food security.
- Develop an understanding of growth process of agriculture during the course of economic development with special reference to cropping pattern changes and crop diversification.
- Understand how different factors lead to agricultural diversification and changes in cropping pattern.
- Learn about different growth phases and the evolving structure of industries in India since Independence.
- Understand the different types of industrial policies pursued in different phases including NEP 1991.
- Understand the concept of MSMEs and their role in the Indian Economy
- Learn about the problems faced by MSEs(Micro and Small Enterprises) and the steps taken by the Government to promote MSEs.
- Learn about different sources of financing industries.
- Appreciation of the role of services in the economy and understand the process of evolution of service sector with special reference to its components.
- Understand the issues related to service sector led growth and evaluate its viability as an engine of growth for the economy.

Unit 1

Agriculture: Institutional Framework and Inputs

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

Unit 2

Policy Instruments for Agriculture and Agricultural Growth

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

Unit 3

Industrial Development

Phases of growth and evolving structure of industry

Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries

Reforms and changing role of public sector

Unit 4

Industrial Finance and Foreign Investment

Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance

Foreign Direct investment

Foreign Institutional Investment

Unit 5

Service Sector

Importance of service sector in Indian economy

Growth and changes in the structure of service sector - the role of reforms

Major components of service sector

The issue of service sector led growth in India.

References

1. S.K. Mishra and V.K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. <https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy(P 10) Module Nos 1, 2, 3, 4,5, 6,7,8 , 9, 10, 11,13, 18.

Additional Resources:

1. The New Oxford Companion to Economics in India (2 Volumes): 2 Vols 2011 by [Kaushik Basu](#) and [Annemie Maertens](#)
2. Indian Economy: Reforms and Development (Springer, Forthcoming) Edited by Pradip Kumar Biswas and Panchanan Das

Teaching Learning Process

A well laid out lesson plan needs to be worked out, which will act as a core of teaching-learning process. Details of the teaching learning process will vary depending on the preference of the teacher, topics being covered, and the level of the students. A continuous innovation in teaching learning process is called for in order to optimise learning by the students from the curriculum.

Assessment Methods

Internal assessment (class tests, oral presentation, group discussion and assignments) as well as end-semester examination covering the entire syllabus

Keywords

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

Introduction to Marketing Management-I
(MMRB 1.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

The objectives of the course is to provide the basic knowledge of different concepts of marketing, to make the students acquainted with various environments affecting marketing decisions, to enable the students to learn the methods for conducting marketing research, to learn the intricacies of consumer behavior and to make the students aware about the various ways to

segment the market.

Course Learning Outcomes

- The learners will understand the basic concepts of marketing and its environment.
 - As the environment is dynamic, the students will certainly be able to understand the various marketing environment and will be able to take decisions in changing environment.
 - Research is one of key component of marketing, the course will enhance the research analytical approach and decision making.
 - Further it will also help in making strategies for market segmentation.
 - The success of any business depends upon the various marketing strategies followed by business. The opportunities in the field of marketing are immense.
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Unit 1

Marketing: Concept, Nature, Functions & Importance. Selling Vs. Marketing. Marketing Environment: Nature, Types & Strategies to Deal with Internal and External (Micro and Macro) Marketing Environment. Ethical and Social Responsibilities of Marketing

Unit 2

Marketing System, Types Of Marketing, Marketing Information System; Definition and Components. Marketing Research; Definition Objective, Process & Significance

Unit 3

Consumer Behavior: Factors Influencing the Consumer Behavior, Consumer Buying Process, Buying Motives, Consumer Market in India.

Unit 4

Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance, Market Repositioning Product Differentiation Vs Market Segmentation, Contemporary Issues In Marketing.

References

- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan

- Shukla A.K. "Marketing Management" 1st edition, Vaibhav Laxmi Prakashan
 - Evance & Berman " Marketing Management"2007, Cenage Learning
 - Mcdenial, Lamb, Hair " Principles Of Marketing 2008"Cenage Learning
 - William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
 - Stanton W.J. et al: Fundamentals of Marketing, McGraw H
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Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Environment, Business, Market Segmentation, Consumer Behaviour, Marketing Research

Introduction to Marketing Management-II (MMRB 2.3) Core Course - (CC) Credit:6

Course Objective(2-3)

The objectives of the course are: to provide the working knowledge of advance marketing management, to understand the various components of marketing mix that includes Product, Price, Place and Promotion, to make familiar with the various pricing policies and strategies, to enable learners to understand the various channel of distribution and to learn the various promotional tools and techniques

Course Learning Outcomes

- The students will acquire the knowledge of various marketing mix and their importance in

decision making.

- In a business the product is a very important factor. The students will enable to understand the product development process, designing, packaging, branding of products and labeling.
- The students will learn to follow various pricing strategies under different market situations.
- Promotion is a key to increase the sales of a product.
- Understanding of application of various promotional schemes will enable the students to frame and implement the schemes for successfully increasing the sales.
- Further, to excel in business one has to familiar with the recent trends in marketing.
- The course will make the learner acquainted with the recent trends in marketing.

Unit 1

Marketing Management: Concept, Philosophy & Process, Marketing Mix; Definition, Importance & Factors Determining Marketing Mix, Meaning & Nature of Product, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Definition, Functions and Requisites Of Good Packaging. Branding & Labeling.

Unit 2

Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing policies and strategies, Types of Pricing Decisions.

Unit 3

Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels. Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches Of Logistics (Total Cost & Total System Approach)

Unit 4

Promotion: Meaning, Nature & Importance. Types of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing

References

- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 2st edition, Vaibhav Laxmi Prakashan
- Evance&Berman “ Marketing Management”2007, Cenage Learning
- Mcdenial,Lamb,Hair “ Principles Of Marketing 2008” Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw Hill

- Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois.
- Govindarajan: Marketing Management: Concepts, Cases, hallenges & Trends, PHI

Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Place, Logistics, Packaging, Product Life Cycle, Branding, Promotion

Labour and Development in India
(MMRB 4.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India.the focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

Course Learning Outcomes

At the end of the course the students can understand the contemporary developments in Indian economy and society from the point of labour. The students will know the intricacies of the labour market in India. They will be aware about the characteristics of the labour market in India and the challenges it faces. They will also be aware about the basic labour legislation which protect workers. Thus equipped, they may have the opportunities to work in the various organizations, NGO,s as well as corporate sector.

Unit 1

Economics of labour market

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

- a) Employment and unemployment: Concepts, measurement, trends and types of unemployment
- b) Dynamics of economic and occupational structure: Growing importance of tertiary sector

Unit 2

Forms of labour

2.1 Evolution of Labour market in India:

- a) Pre- colonial pattern of Industrial Development
- b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements

2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
- b) Rural Labour
- c) Migrant Labour
- d) Bonded labour
- e) Women and child labour

Unit 3

Labour protest and Trade union movement

3.1 Evolution and growth of trade union movement in India- Pre and post independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

Unit 4

State and Labour

4.1 a) Labour Administration – Union government and state government Machinery

b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements

4.2 Regulation of Labour (Factories act, Employees state Insurance act, Worker's compensation

act etc.)

4.3 Role of the state in skill formation

Unit 5

International Labour Organisation

- a) Structure and role of ILO
- b) ILO programmes in India

References

1. Mankiw, Principles of Economics, Cengage learning, 6th edition
2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition, (Chapter6: small scale industry, Chapter7: large scale Industry)
7. UNICEF Report, Overview of Internal Migration in India
8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
9. Shervick, Women's labour force participation in India: Why is it low? - ILO
10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India
11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
12. Organising the unorganised- IGNOU BLD_102(2004)
13. P N Singh and Neerja Kumar, Employee relations management, Pearson
14. Sinha, PRN, Sinha, Indubala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson

Assessment Methods

The maximum marks for the final examination would be 75, with the remaining 25 (5 marks for attendance, 10 marks for class test 10 marks for Project Assignment presentation for internal assessment. Students shall be asked to answer 5 questions in all.

Unit wise indicative percentage of mark:

- unit I -20%
- Unit II-30%
- Unit III- 20%
- Unit IV – 20%
- Unit V- 10%

Course Objective(2-3)

Retail is an emerging area in marketing. The objectives of this course is to provide basic understanding of retail business, to familiarize with the changing retail environment, to adopt various retailing strategies, to make aware of the various types of retail formats, online retailing and payment mechanism and to learn the customer relationship management and its significance in retail management.

Course Learning Outcomes

- The course will enable the learners to impart with various retailing theories, recent trends in retailing and changes in retail environment.
 - It will enrich the learners in making retailing strategies and will also make familiar with e-retailing. Location of a retail outlet also has an important role to play in success of a business.
 - The course will help in identifying the locational value after comparing advantages of various aspects of location.
 - It will also help in framing the policies that are important in making strong bonding with the customers by learning consumer relationship management.
 - The retention of consumer is cheaper than the attraction of new consumers. However a proper blend of these two policies is essential for survival and growth of business.
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Unit 1

Retailing: Concept, Scope and Retail Management, Evolution of Indian Retail Industry, Theories of Retail Development (Wheel of Retailing, Retail Accordation, Melting Pot Theory, Polarization Theory). Contribution of Retailing to Indian Economy, Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario of Retail Business in India

Unit 2

Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy, Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door to Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment, Retailing of Services.

Unit 3

Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

Unit 4

Franchising: Definition, Types and Evolution, Franchising Law in India, Outsourcing: Definition, Scope and Importance, Introduction of the Concept of GST in Retailing, CRM in Retail: Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.

References

- Ramaswamy VS, Namakumari “Marketing Management” Macmillan
 - Gibson & Vedamani “Retail Management” Jayco Books
 - Bajaj, Tuli, & Srivastava “Retail Management” Oxford University Press
 - Berman Barry & Evance J.R “Retail Management” Prentice Hall India
 - Jain J.N. & Singh P.P “ Modern Retail Management – Principal And Techniques ” Regal Publications
 - Madan K.V.S “ Fundamental S Of Retailing” Mcgraw-Hill Swapna Pradhan “Retailing Management- Text And Cases” Tata Mcgraw-Hill
 - Peelen Ed “ Customer Relationship management 2009” Pearson Education
 - Gilbert D “Retail Management” Pearson Education
 - George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
 - Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
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Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

CRM, Franchising, Retail Strategy, E-Retailing, Merchandise, Smart Card

Globalization
(MMRB 6.2.1)
Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

Course Learning Outcomes

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour the student acquires knowledge about this aspect. After studying the subject the student is capable of thinking globally and deliver the best available in the global market.

- The course aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.
- The course gives an overview of how the process of globalization has changed over time.
- It gives an understanding of not only economic but also social impact of globalization.
- It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.
- It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.
- The students also get an overview of the impact of globalization on environmental conditions.

The course makes the students avail of existing global organizations that govern the process of globalization.

Unit 1

Meaning and contents of globalization.

Comparative analysis of past and present of globalization.

Unit 2

Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.

Distribution of benefits of globalization shared by developing and developed countries.

Unit 3

Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.

Unit 4

Critique of globalization: globalization and neo-liberalism.

Decline in authority of nation state and reduction of policy space.

The way forward-stress on local/ regional/ national than global economy.

Unit 5

Global governance: IMF, World Bank, WTO.

Role of WTO in global governance.

Missing institutions.

References

Unit 1:

- Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)

- Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.

- Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.

Unit 2:

- Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.

- Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.

- Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)

Unit 3:

- Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in Asia. Ch. 1 Introduction.

Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.

Unit 4:

- Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
- Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
- Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
- Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.

Unit 5:

Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).

Teaching Learning Process

The teaching learning process will consist of lectures, tutorials, PowerPoint presentations, class discussions with the students and group discussion amongst students.

Assessment Methods

The assessment will be done with the help of class tests, assignments, multiple choice questions based test and viva.

Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

Course Objective(2-3)

The objectives are: to provide the basic understanding about the international retail marketing, to make familiar with global market and its environment, to study the various international organizations and their role in developing international trade and to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.

Course Learning Outcomes

- The learners will come to know the intricacies of international retail market.
 - The study will enable them to develop understanding of the opportunities that are associated with the international market.
 - The study of international organisation and the groups that are formed for mutual cooperation in the field of trade and commerce, will make them aware of the agreements and treaties in regards to retail trade.
 - It will also develop the research capabilities and analytical skills of the learner in global scenario.
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Unit 1

International Marketing: Concept, Evolution, Importance and Process, International Marketing Research, International Marketing Information Systems, Market Analysis, Opportunities and Challenges in International Marketing, Future Prospects of International Marketing, India's Presence in International Marketing

Unit 2

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural, Entering International Markets: Concepts, Modes and Factors

Unit 3

International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

Unit 4

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Internationalization of Retailing and Evolution of International Retailing, Methods of International Retailing

References

- Kotabe M. & Helsen K. “ Global Marketing Management” Wiley, Jhon & Sons, Inc
- Nargundkar Rajendra “ International Marketing” Excel Books
- Joshi Rakesh Mohan “International Marketing” Oxford University Press
- Kotabe, Pelose, Gregory And Helson “ International Marketing Management” Wiley, Jhon & Sons, Inc
- McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
- S. A. Sherlekhar: Marketing Management, Himalaya
- Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI

Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Retail Market, International Marketing, international Trade Organisations, Marketing Environment

Legal Aspects of Marketing
(MMRB 5.1)
Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

The objectives of the course are to give basic understanding about the different laws relating to marketing i.e. The Consumer Protection Act 1986, Environment Protection Act 1986, The Essential Commodities Act 1955, The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, The Agricultural Produce Grading and Marketing Act (AGMARK) 1937, The Trademarks Act 1999, The Patents Act 1970, The Information Technology Act 2000, The Standards of Weights And Measures Act 1976, The Competition Act 2003.

Course Learning Outcomes

- Compliance of the law is important for a business.
 - There are several laws that are applicable to a business.
 - It is imperative for a business person to obey the rules mentioned under various Acts.
 - It makes a citizen responsible and accountable.
 - The knowledge of laws will help in proper compliance and will also running of a business hassle free.
 - It will enable the learner to conversant with the laws applicable to a business and compliance of the same.
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Unit 1

- The Consumer Protection Act 1986: Features, Rights and Responsibilities of Consumers, Redressal Mechanism
 - Environment Protection Act 1986: Features, Offences, Prevention and Control of Environment Pollution.
 - The Essential Commodities Act 1955: Features, Essential Commodities, Control of Production, Supply and Distribution of Commodities, Public Interest
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Unit 2

- The Prevention of Food Adulteration Act 1951: Features, Adulteration of Food and Penalties
 - The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related to Self Medication and Harmful Drugs, Prohibition of False Claims
 - The Bureau of Indian Standards Act 1986 : Features, Procedure for BIS Standards, Offences and Penalties
 - The Agricultural Produce Grading and Marketing Act (AGMARK) 1937: Features, Offences and Penalties
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Unit 3

- The Trademarks Act 1999 : Features, Trademarks, Offences and Penalties
 - The Patents Act 1970 : Features, Patents, Offences and Penalties
 - The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate and Certifying Authorities
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Unit 4

- The Standards of Weights And Measures Act 1976: Features, Rules Applicable to Retail Business
 - The Packaging Rules : Rules Related to Only Small and Retail Products
 - The Competition Act : Features and Regulatory Framework for Retail Business
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References

- Datey V.S. “Student guide to Economic laws” 2010 Taxman publication
 - Agnihotri Anurag & Mohanty Pratap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi.
 - All Relevant Bare Acts
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Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Consumer, Commodities, Patent, Trademarks, Digital Signature, BIS

Retailing Operations (MMRB 6.2) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

The course is designed to achieve the following objectives: to know the human resource related issues in retail, significance of human resource management in retailing and the trends and challenges in HRM in retailing, to understand the various issue of financial management in retail sector, financial assessment, accounting and analysis of financial records, to study the working capital management and to identify the role of information technology (IT) in retail management

Course Learning Outcomes

- The study of human behaviour is very complicated.
- It requires high skills to assess the human behaviour.
- To satisfy the requirements of every individual is very tough task.
- Human resource management deals with such situations.
- The study of this course will develop understanding to overcome such situations.

- The study of financial accounting and analysis of the same needs special skills and knowledge of various mathematical and statistical methods.
- The study of course will enable to go into details of financial management, recording of transactions in books of records, analysis of record by applying various tools and techniques, interpretation of the results and making appropriate planning accordingly.
- Studying an inventory system will make them capable of keeping and maintaining the appropriate level of inventory in business so as to avoid the locking of funds unnecessarily.
- The role of information technology cannot be ignored in the present scenario.
- The study will enable them to make use of information technology in best possible way to frame policies and strategies for the business.

Unit 1

Human Resource Management in Retailing: Definition, Significance of HRM in Retail, Major Function of HRM in Retailing, Strategic Framework of HRM in Retailing, Trends and Challenges in HRM in Retailing, Future of HRM in Retailing.

Unit 2

Financial Management in Retailing: Concept, Role and Sources of Finance for Retailer, Budgeting: Meaning, Types and Budgetary Control. Measuring and Evaluating Financial and Operational Performance: Financial Statement (Trading, Profit & Loss A/C and Balance Sheet), Break Even Analysis, Financial Ratio's with Reference to DIPSTIC Parameters (Customer Transaction, Stock, Space and Staff Productivity): Customer Conversion Ratio. Transaction Per Hour, Sales Per Transaction, Sales Return to Net Sales, Average Stock Investment Period, Sales to Stock Ratio, Return on Stock Investment, Shrinkage to Net Sales, Product Category Ratio, Sales Through Analysis, Sales Per Sq. Feet. Percentage of Space for Each Department, Sales Per Employee, Space Covered Per Employee and Staff Productivity.

Unit 3

Working capital management in retailing: Concept, Estimation, Working capital Cycle. Cash management, Credit management and Inventory Valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis

Unit 4

IT in Retail Market: Role in Retail, Parameters for use of IT in Retailing, IT for Complete Advantage, Capturing and Transmitting Data at the Point of Sale, Data Base Marketing , Data Mining and Business Intelligence.

References

- Gibson & Vedamani "Retail Management" Jayco Books

- Bajaj , Tuli & Srivastava “Retail Management” Oxford University Press
- Berman Barry & Evance J.R “Retail Management” Prentice Hall India
- Jain J.N.& Singh P.P “Modern Retail Management – Principal and Techniques” Regal Publications
- Madan K.V.S “ Fundamental S of Retailing” Mcgraw-Hill
- Khatri, P. V. & Verma, S “Management Accounting 2011” Global vision publishing house New Delhi.
- Singh Surinder & Kaur Rajeev. “ Basic Financial management” 2nd edition, Mayur Paper back
- Swapna Pradhan “Retailing Management- Text And Cases” Tata Mcgraw-Hill
- Sinha P.K & Uniyal D.P “ Managing Retailing” Oxford University Press
- Ramkishan Y “ International Retail Marketing Strategies” Jayco Books
- Gilbert D “Retail Management” Pearson Education
- George H, Lucas Jr., Robert P. Bush, Larry G Grecian- Retailing
- J. Lamba- The Art of Retailing

Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

HRM, Financial Management, Working Capital, Break Even Analysis, Inventory Management

Business Communications and Personality Development
(MMRB 4.4)

Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension of business communication, as also to use electronic media for business communication.

Course Learning Outcomes

Course Learning outcomes:

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

1. Demonstrate enhanced skills in reading, writing, comprehension and business communication.
2. Suitable use of language and communication skills specifically within professional spaces.
3. Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.
4. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.
5. Enhanced verbal skills to improve speaking abilities through participation in group discussions and oral presentations.
6. Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence.
7. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field.

Unit 1

Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

Unit 4

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

Unit 5

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

References

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
 2. Bovee, and Thill, Business Communication Today, Pearson Education
 3. Shirley Taylor, Communication for Business, Pearson Education
 4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
 5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
 6. Reuben, Ray; Communication today – understanding creating skills, Himalaya Publishing House, 2001.
 7. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
 8. Stephen R. Covey; The seven habits of highly effective people
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Teaching Learning Process

The teaching learning process will consist of lectures, tutorials , Powerpoint presentations, class discussions with students and group discussions among the students themselves.

Assessment Methods

The assessment will be done on the basis of class tests, assignments, multiple choice questionnaires, semester exams.

Keywords

Communication skills , Globalisation, Business correspondence, Verbal skills,Vocabulary , Social/Business etiquette,Leadership skills.

Computer Concepts and Software Packages (MMRB 3.4) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
 - grasp and perform number system conversion
 - understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
 - understand the importance of operating system and demonstrate the use of different services provided by an OS
 - fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
 - comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
 - outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems
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Course Learning Outcomes

- When given a number system, the student will be able to convert it into any other number system with ease
- When given a task, the students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task
- Identify components of a computer system and recognize their application to achieve a task
- Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations
- Whenever required, the students will be able to demonstrate the Explorer and File functions in an operating system
- When given a new or an unfamiliar situation, the students will be able to apply their disciplinary knowledge and professional skills to identify and solve the issue at hand

- Fully appreciate and comprehend the latest development in the field of computers
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Unit 1

Basic Concepts

Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.

Unit 2

Components of Computers

Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.

Unit 3

Operating System

Need and functions of an operating system, graphic user interface and character user interface, types of operating system-(Batch Operating system, Real-time operating system, Time sharing operating system, Distributed operating system and Multiprogramming operating system)

Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit 4

Introduction to Networks and Internet

Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology

Unit 5

Office Applications

Meaning and applications of word processing, spreadsheets and presentation,

MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge

MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR , NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement.

MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc

Unit 6

Latest developments

Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS

Practical

Time: 60 Minutes

Maximum Marks: 25

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) ONLY	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

References

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jain
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
 2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers
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Teaching Learning Process

The programme of study in computer concepts and software packages focuses on acquiring subject knowledge, understanding and skills to identify and resolve computer related issues in a professional setup. As a result thereof, the learning process must revolve around active and participative learning. The teaching-learning process should incorporate the development of practical skills. An amalgamation of engaging pedagogy must be used including group discussions, case studies, practical implementation of actual scenarios, e-learning resources, use of prescribed textbooks and other references.

Assessment Methods

The assessment of students taking this programme of study must be aligned to the course learning outcomes. The assessment methods must identify the academic and professional skills in the students for the course learning outcomes to be successfully delivered. A variety of assessment methods must be used such as:

- open-book tests to evaluate the student's academic and professional orientation
 - closed-book tests
 - case-study analysis and reports
 - viva-voce
 - practical assignments
 - observation and evaluation of practical skills
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Keywords

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

E-Commerce
(MMRB 6.4)

Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, student become familiar with mechanism for conducting business transactions through electronic means

Course Learning Outcomes

- All students regardless of discipline and function understand the basic economic and business forces driving e commerce that is to create market where prices are transparent, global and highly efficient.
- Students will able to understand the direct impact of e commerce on firm's relationship with third parties and how e commerce technologies reduce supply chain costs, increase production efficiency and tighten the relationship with customers.
- Students will also appreciate that without internet e commerce would be virtually nonexistent so the technology behind e commerce such as wireless and mobile commerce technology, new software languages and new types of internet based information system which supports electronic b2b markets.
- Students will get to know the concept of privacy; intellectual property and the idea of national sovereignty and governance and creates awareness about insecurities and threats prevailing in the e-commerce industry.
- Students will recognize the concept of e-commerce business models and different ways in which business can be conducted amongst different parties.
- Students will demonstrate the knowledge of Information Technology Act, 2000 which help them to know about legal, social and technical aspects under it and how are they beneficial for them.
- It also gives an exposure to the students on various methods of payments available for online transactions and the various risks involved with it. To make the students familiar with popularity, benefits, characteristics of concept of online services and to make use of them in their routine life.
- The subject gives in hand knowledge on the applications and importance of e-commerce in industries such as banking, insurance, marketing etc.

Unit 1

Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction ,key elements of a business model and categorising major E-commerce business models), forces behind e-commerce.

Unit 2

Technology: Technologies used in E-commerce , The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching E-commerce website (A

systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3

Security and encryption: Need and concepts, The E-commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), Information Technology Act 2000 (meaning and provisions)

Unit 4

E- Payments system: Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit 5

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)

References

- Management Information System: Jawadekar
- Management Information System: Laudon&Laudon
- The Essential Guide to Knowledge management: AmritTiwana
- The GIS Book: George B. Karte.
- Internet (Use of Search Engines Google & yahoo etc.)
- E - Commerce: Milind Oka
- E - Commerce: C.V.S. Murty
- Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
- E-Governance Case Studies - Ashok Agarwal

Additional References:

- Management Information System: Jawadekar
- Management Information System: Laudon&Laudon
- The Essential Guide to Knowledge management: AmritTiwana
- The GIS Book: George B. Karte.
- Internet (Use of Search Engines Google & yahoo etc.)
- E - Commerce: Milind Oka
- E - Commerce: C.V.S. Murty
- Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
- E-Governance Case Studies - Ashok Agarwal

Teaching Learning Process

Lecture method, Story telling, Question-Answer Method,

Assessment Methods

1. Written examinations;
2. E-commerce case study analysis;
3. Individual or group e-commerce related projects;
4. Presentations;
5. Lab assignments demonstrate the application of appropriate e-commerce technologies.
6. Attendance and/or participation in class activities
7. In-class interactive role-plays

Keywords

E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing

Rural Marketing
(MMRB 5.4)
Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

The course has been drafted with the following objectives: to understand the rural market and its

significance, to understand the rural consumer behavior and their purchase pattern, to enable in framing the rural specific marketing mix, to get into insights of the recent development in rural markets and the role of financial institutions in developing the rural business and strengthening the consumer purchasing power.

Course Learning Outcomes

- Rural market is biggest market in India. With the changes in income of rural people the companies are eyeing the market very closely.
 - Understanding and proper assessment of rural market will create a big opportunity for individual and companies to explore this market.
 - The course has been targeted to make learners to understand the rural market, the challenges that are associated with the rural market and ways to overcome the challenges.
 - Success of business lies with proper assessment of environment and effective formulation of policies accordingly. It will not only make the learners capable of assessing the rural market but also enable them in framing the appropriate strategies.
 - The situation in rural and urban markets is different. Appropriate marketing mix needs to be adopted for these two different markets.
 - The course will develop the analytical approach, comparative decision making, research traits and scientific analysis of consumer behaviour.
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Unit 1

Concept of Rural Marketing: Meaning, Concept, Phased Evolution, Significance Factors and Environment, Structure and Characteristics of the Rural Markets, Rural Vs. Urban Marketing, Rural Marketing in India.

Unit 2

Rural Marketing Challenges and Opportunity, Rural Consumer: Characteristics, Significance of Consumer Behavior, Factors Influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping Habits of Rural Consumer.

Unit 3

Rural Marketing Mix Strategies: Need, Types, Product Life Cycle, New Product Development, Brand Management and Channel Management, Marketing Mix Strategies for Indian Rural Markets Shift in Strategic Perspective for Rural Marketing.

Unit 4

Emerging Issues in Marketing: Green Marketing, Sports marketing and Social Marketing Rural

Financial Institutions:Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development).

References

- C.S.G. Krishnamacharyulu, Lalita Ramakrishnan, “Rural Marketing – Text and Cases” Pearson education
 - Pradeep Kashyap, Siddhartha Raut “ The Rural Marketing” Biztantra
 - Balram Dogra, Karminder Ghuman “Rural Marketing” Tata Mcgraw-Hill
 - Shukla A.K. “Marketing Management” Vaibhav Laxmi Prakashan
 - Velayudhan Sanal Kumar “ Rural Marketing” Response Books (Sage Publication)
 - Gopalaswamy T.P: Rural Marketing; Wheeler Publishers, New Delhi
 - Moria CB: Agricultural Marketing: Himalaya Publishing House, New Delhi.
 - K.S. Habibur Rahman: Rural Marketing in India, Himalaya.
 - Krishnamacharyulu: Rural Marketing: Text & Cases, Pearson Education
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Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial

Assessment Methods

Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Rural Market, Consumer Behaviour, Strategies, Green Marketing, Social Marketing

Business Law
(MMRB 6.3.1)
Generic Elective - (GE) Credit:6

Course Objective(2-3)

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

Course Learning Outcomes

The students will have skills to understand the concepts of contract Act and to understand the provisions of any contract.

.

The students will have understanding of specific contracts like indemnity, bailment and agency.

.

The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller.

.

The students will be able to understand consumer rights and consumer grievance redressal mechanism.

.

The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

.

The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

Unit 1

The Indian Contract Act, 1872

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi

contracts.

Unit 2

The Indian Contract Act, 1872: Specific Contracts

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit 3

The Sale of Goods Act, 1930=" ">

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Consumer Protection Act

Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

Unit 4

LLP 2008 and Negotiable instruments Act

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

The Negotiable Instruments Act, 1881

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

Unit 5

Information Technology Act 2000:

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

References

- Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
- Dagar Inderjeet & Agnihotri Anurag “Business Law” Galgotia Publishing Company, New Delhi
- Singh, Avtar, Business Law, Eastern Book Company, Lucknow.

Additional References

- Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

Teaching Learning Process

Teaching learning process: The teaching learning process will involve two way communication between teacher and students. It will include Lecture, Tutorial, seminar, lecture by industry experts for enriching the learning experience for students.

Tools: The tools to be used by teachers include PPT, Lecture, case study, role playing, Field visit to court.

Assessment Methods

Evaluation and assessment: Assignment, Group discussion, MCQ, Case study, term paper, Test, Viva for internal assessment. For end term assessment university written examination will be held.

Keywords

Key words: Contract, breach, condition , warranty, unpaid seller, cheque, LLP, digital signature

Financial Accounting
(MMRB 5.3)
Generic Elective - (GE) Credit:6

Course Objective(2-3)

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

Course Learning Outcomes

After completing the course, the students will be able to:

- Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.
- Understand the concept of Consignment, Joint Venture ,Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.
- Develop understanding of Depreciation Accounting as per AS-10 (PPE) .
- Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.
- Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

Unit 1

Introduction to Accounting

Financial Accounting: Nature , scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors. Bank Reconciliation statement.

Unit 2

Accounting for Consignment,Joint venture and inland branches

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures.When separate set of books are maintained.When records are maintained by a co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches(Dependent branches only) .Ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit 3

Depreciation Accounting and accounting for Hire purchase transactions

i)Depreciation Accounting .Meaning of depreciation. Causes and need for providing

depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation .

AS 10. Concept of cost model and revaluation model.

ii)Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

Unit 4

Partnership

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

Unit 5

Managerial decision making

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

References

- J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
- S.N. Maheshwari ,Suneel K Maheshwari,Sharad K Maheshwari;Introduction to Accountancy, Vikas Publications, New Delhi.
- R. NarayanaSwamy, “Financial Accounting” PHI Pvt., New Delhi
- P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

Additional References:

- Charles T.Horngren,Gart L.Sundem,J.A.Elliot,D.R.Philbrick,Introduction to Financial Accounting, Pearson.
- T.S Grewal,,Introduction to Accounting ,S.Chand and Co.,New Delhi.
- Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
- S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
- Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

Teaching Learning Process

The teaching learning process will be student focussed to help students gain requisite knowledge. A variety of approaches will be adopted. Formal lectures will be supplemented with less formal tutorials in small groups. This will enable students to develop written and oral communication skills, problem solving skills, ability to reason and analyse.

Lectures will be augmented by presentations, quizzes, oral tests, interactive discussions, case studies etc

Assessment Methods

Appropriate assessment methods will be used to evaluate progress towards the course learning outcomes. Internal assessment will be based on assignments, projects, tests, presentations, quizzes and oral tests. Semester end assessment will be based on university written examination.

Keywords

Assets, Liabilities, Profit, Transactions, Journal entry, Ledger account, consignment, hire-purchase, joint venture, partnership, branch.

Financial management
(MMRB 6.3.2)
Generic Elective - (GE) Credit:6

Course Objective(2-3)

Objective: To familiarize the students with the principles and practices of financial management.

Course Learning Outcomes

- Develop understanding of conceptual framework of financial management i.e., its nature, scope and objectives. Also, learn about the concept of time value of money and its applications; concept of risk and return.
- Develop ability to understand and make long term investment decisions by using various techniques like PB Period, ARR, NPV, IRR and PI available for the purpose.

- Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis.
 - Develop ability to learn the concept of dividend, theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.
 - Develop understanding of the concept of estimation of working capital needs of a firm. Also, develop decision making ability in the areas of cash, receivables and inventory management.
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Unit 1

Introduction

Nature, scope and objectives of Financial Management, Time value of money, Risk and return

Unit 2

Long term Investment Decisions

The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index

Unit 3

Financing Decisions

(a) Sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC).

(b) Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure

Unit 4

Dividend Decisions

Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and

stock dividends; Determinants of dividend policy.

Unit 5

Working Capital Decisions

Concepts of working capital, operating and cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.

Note: Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes.

References

1. Horne, J.C. Van and Wackowich. Fundamentals of Financial Management. 9th ed. New Delhi Prentice Hall of India
2. Joy, O.M. Introduction to Financial Management. Homewood: Irwin
3. Singh, Surender and Kaur, Rajeev. Basic Financial Management, Mayur Paperbacks, New Delhi.
4. Khan and Jain. Financial Management text and problems. 2nd ed. Tata McGraw Hill New Delhi.
5. Pandey, I.M. Financial Management. Vikas Publications.
6. Chandra, P. Financial Management- Theory and Practice. (Tata McGraw Hill).
7. Singh, J.K. Financial Management- text and Problems.. Dhanpat Rai and Company, Delhi.
8. Brigham and Houston, Fundamentals of Financial Management, 13th Ed., Cengage Learning

Note: Latest edition of the textbooks should be used.

Teaching Learning Process

Student-centered approach is followed in the teaching learning process.

Frequent use of projector and white board is done while delivering lecture.

Each student is motivated to take the ownership of his or her learning and reflect on the learning process.

Assessment Methods

Quiz, problem solving exercise, presentations, assignments, Excel application in financial management, internal test and end-semester examination constitute the different components of the overall assessment. Moreover, students are provided feedback on their work with a view to improve their academic performance.

Keywords

Unit 1

Financial Management, Risk, Return

Unit 2

Capital Budget, Investment Decisions, NPV, IRR

Unit 3

Cost of Capital, Capital Structure

Unit 4

Dividend, Dividend Decisions, Dividend Policy

Unit 5

Working Capital, Cash management, Inventory management

Internship Project / Project
(MMRB 5.2)

Generic Elective - (GE) Credit:6

(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)

Course Objective(2-3)

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of

this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts:-

Part A

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks and the student will be examined at the end of the semester.

Part B

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

Course Learning Outcomes

This course ensures that the students know about the different aspects of the vocational subject. The practical knowledge gained in this course commensurate with the classroom teaching will equip the student to make a place for himself in the competitive business industry. Awareness about data analysis, different statistical techniques, data interpretation as well as the understanding of the practices adopted by organizations adds to the theoretical knowledge gained in the classroom.

Syllabus

Part A

Max. Marks: 50

Time Duration: 2 Hours

Unit 1

Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered

Unit 2

Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire

Unit 3

Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation

Unit 4

Report writing: significance, steps, layout, types of Reports, contents, Referencing

Part B

Max Marks 50

Objectives: to provide basic and hands on understanding of the industry.

Each student on vocational course shall undergo practical internship of four weeks during the vacation approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training they will have to submit a training report. The internship/ project report will carry 50 marks. It will be evaluated by two examiners- one internal and one external. The training report is part of the fifth semester. It is to be submitted by the date fixed by the college.

The students will also have to submit a performance certificate from the company where she/he undertook the training. This report will also be considered while evaluating the training report by the examiners.

Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

References

1. 1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. 2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2nd edn, Vikas Publishing House Pvt. Ltd.
3. 3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. 4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edn), SPSS in simple steps, dreamtech Press
5. 5. SPSS in simple steps - Kiran Pandya, Smruti Bulsari, Sanjay Sinha

The book on the topic selected by the student and the teacher.

Teaching Learning Process

- Lecture
- Use of power point presentations
- Case studies
- Field surveys
- Use of MS excel
- Softwares for data analysis
- Internship

Assessment Methods

- Semester exam to evaluate theoretical knowledge
 - Classroom discussions,
 - Presentations,
 - Project evaluation by external and internal examiner
 - MCQs on the subject
 - Oral presentation of research papers in the classroom for further improvement
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Keywords

Marketing, Retailing, Management, marketing mix, sample design, research problem, primary data, secondary data, techniques of data analysis, report writing
